

**REMARKS**

This is in response to the first Official Action of April 2, 2007. By this Amendment, claims 1-57 have been cancelled. New claims 58 through 72 have been added, claims 58 and 62 being in independent form.

Filed separately herewith is a Petition for a three-month extension of time, along with payment authorization (Form PTO-2038) to cover the requisite fee. The Commissioner is also authorized to charge payment of any other additional fees associated with this communication or credit any overpayment to Deposit Account No. 06-1358.

The Official Action has been carefully considered and the Examiner's comments are duly noted.

The claims now in this application are 58-72, all of which are considered to be allowable.

It is also noted that the Examiner has indicated that this application contains allowable subject matter. Based on the Examiner's previous communication claims 63 to 65 are already in allowable form and claims 60, 61, 62, 67, 71 and 72 contain allowable subject matter.

Regarding the claims, the following arguments are submitted to the Examiner, and reconsideration is respectfully solicited:

With respect to independent claim 58, the applicant will first deal with U.S. Patent No. 4,717,110. This document discloses a pair of crossbars [lower (18) and upper (20)]. The crossbars are spaced apart on an upright rigid stem (16). The upper bar (20) is fixed at the top of the stem (16) and the lower bar (18) is movable along the stem (16). Each crossbar has a vertical wall (44), the outer face (48) of which provides a backing against which a sign (50) is held by clamping means

(52). Two “backings” are thus provided, one along each crossbar (18) and (20). Each backing is elongate and runs along the length of each bar (18) and (20). In operation, the sign is positioned so that its top (64) and bottom (66) edges are inserted between the bars (18) and (20) and the clamping means (52) respectively.

While each crossbar is stated in the specification to provide a “backing”, this is not a backing as claimed in the current application. The construction of the backing which forms a feature of the current invention is absent in U.S. Patent No. 4,717,110.

It is noted that the Examiner has proposed that U.S. Patent No. 4,717,110 discloses a backing with reference to the component (50). This is however, it is submitted, also not a backing and, in fact, no more than a sign (50). The specification itself defines the sign (50) as comprising a paper card or display card of varying thickness. Such materials do not display the flexible resilience of the backing in claim 58 and would not be able to achieve the claimed constructional limitations. The sign (50) is equivalent to a poster in the current application.

It has also been suggested by the Examiner that U.S. Patent No. 4,717,110 discloses tensioning means numbered (16). However, the component (16) is, as already mentioned, an upright stem. It is submitted that the stem (16) in no way functions as tensioning means securable between the bars (18) and (20). While it supports the upper crossbar (20), it is only a guide to the lower crossbar (18), which simply hangs on the sign (50). It is further submitted that in the absence of a resiliently flexible backing, there can in any event not be a tensioning means – there is nothing for tensioning means to act against.

Claim 58 of the current application sets out that the backing has upper and lower edges which are securable respectively in channels of a pair of channeled rails. The backing is resiliently flexible with tensioning means securable between the channeled rails whereby the backing is flexed outwardly against its resilience. It is submitted that these features are clearly distinct over the crossbars, sign and stem of U.S. Patent No. 4,717,110. The features mentioned are neither disclosed nor suggested by the teaching of U.S. Patent No. 4,717,110.

The disclosure of U.S. Patent No. 4,717,110 is also missing the recited structure of the current invention which results from the backing, namely, the curved display frame which is held in place by tensioning means connected between the channels. The upper crossbar (20) of U.S. Patent No. 4,717,110 is fixed to the stem (16) and the lower cross bar (18) hangs on the bottom edge of the sign (50).

It is accordingly respectfully submitted that U.S. Patent No. 4,717,110 is not an anticipation of the current invention as it is claimed in claim 58 and that this independent claim is allowable and patentable over all prior art.

Independent claim 66 also includes the features of a resiliently flexible backing securable in upper and lower channeled rails with tensioning means between the channeled rails to hold the backing curved outwardly against its resilience, and biasing means within the channel of the lower channeled rail to releasably secure a cooperating screen against the backing.

U.S. Patent No. 4,717,110 does again not have the backing extending between the channeled rails as recited in this claim. The submissions made with regard to claim 58 apply again here.

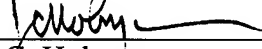
It is further submitted that even by combining U.S. Patent No. 4,717,110 with the disclosure of U.S. Patent No. 6,298,591, one of ordinary skill in the art would still not arrive at the currently claimed invention. Both U.S. Patent No. 4,717,110 and U.S. Patent No. 6,298,591 generally disclose freestanding display apparatus. The apparatus has rigid support members which provide a frame. The current invention takes components which are ordinarily flexible (in particular the backing) and provides a support structure which is substantially rigid when in an operative condition.

None of the prior art of record disclose this, together with biasing means in the channeled rails which hold the backing, poster and or screen in position when the apparatus is in use.

The applicant therefore respectfully submits that in addition to claim 58, claim 66 is also allowable. In turn, it is submitted that the claims which depend on these two independent claims should also be allowed.

Respectfully submitted,

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Date: September 27, 2007  
JCH/JLS/clc